

Learn more about Prop 37's food labeling proposal

FactsOn37.com



NoProp37.com

PAID
Presorted Std
US Postage
PAID
Victory Mail

► Once you get the facts, it's clear there's just too much wrong with **Prop 37**

"Prop 37 was written by a trial lawyer to create a new class of shakedown lawsuits, which allows lawyers to sue family farmers and grocers without any proof of harm. It subjects farmers, grocers and food companies to huge litigation costs and lawyer payouts."

**US Latino American
Chamber of Commerce**



"Prop 37 makes no sense from a scientific or economic standpoint. It would just create costly, unnecessary regulations, bureaucratic red tape, lawsuits and higher food costs."

**Bob Goldberg, Ph.D., Distinguished
Professor of Molecular, Cell &
Developmental Biology UCLA & Member,
National Academy of Sciences***

"The US Food and Drug Administration says a labeling policy like Prop 37 would be "inherently misleading."

US Food and Drug Administration



"Prop 37 will bury California family farmers in red tape and expose them to shakedown lawsuits, all of which would increase costs to farmers and consumers by billions of dollars."

California Farm Bureau Federation



"Studies show Prop 37 would increase the grocery bills of the average California family by hundreds of dollars a year. Proposition 37 is nothing more than a hidden food tax that would especially hurt seniors and families living on a fixed income."

Council for the Spanish Speaking



*Titles and affiliations for identification purposes only

Paid for by No on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Major funding by Monsanto Company, E.I. DuPont de Nemours & Co., Bayer CropScience, Syngenta Corporation, Grocery Manufacturers Association (GMA) and more than 40 food company members, including: Bumble Bee Foods, LLC, Cargill, Inc., ConAgra Foods, General Mills, Inc., Hershey Company, Kellogg Company, Kraft Foods Global, Inc., McCain Foods USA, Inc., Nestle USA, Inc., PepsiCo, Inc., Rich Products Corporation, Solae, LLC, The J.M. Smucker Company. For a full list of donors visit www.NoProp37.com/donors - 1121 L Street, #803, Sacramento, CA 95814 - 1-800-331-0850 - www.NoProp37.com